

Last Received: 07/20/2012 11:05 AM
Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 742
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/742
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 3,550
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/09-10/09	1	1	1	\$50.00	
	2	W	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/10-10/10	1	1	1	\$50.00	
	3	TH	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/11-10/11	1	1	1	\$50.00	
	4	F	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/12-10/12	1	1	1	\$50.00	
	5	M	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/15-10/15	1	1	1	\$50.00	
	8	TH	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/11-10/11	1	1	1	\$700.00	
	9	F	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/12-10/12	1	1	1	\$700.00	
	10	M	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/15-10/15	1	1	1	\$700.00	
	11	TU	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	10/09-10/09	1	1	1	\$300.00	
	12	W	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	10/10-10/10	1	1	1	\$300.00	
	13	TH	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	10/11-10/11	1	1	1	\$300.00	

Station WVBT-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm

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Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY

Estimate# 742 Agency C/P1/P2/E 12/11/742 Salesperson Phone# 215-567-6005

Buyer Stephanie Maroney Flight Dates 10/09/2012 - 10/15/2012 Salesperson FAX# 215-567-5938

Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	14	M	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	10/15-10/15	1	1	1	\$300.00	

---REPORT TOTALS---

Report Totals: 12 / \$3,550.00

---SALES MONTHLY TOTALS---

Oct 12: 12 / \$3,550.00

Sales Totals: 12 / \$3,550.00

Station Totals: 12 / \$3,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---	Market Totals	\$71,000	CATV 0%	WAVY 28%	WGNT 0%	WPXV 0%	WTKR 42%
			WTVZ 1%	WVBT 5%	WVEC 24%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE